

# PHILIP MORRIS MEMORANDUM

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**TO:** Claire Person

**FROM:** Caroline Petty

cc: E. Moore  
M. Medina  
C. Belmore  
P. Sturchio

DATE: August 10, 1995

**RE: Parliament Program Costs and Events**

Per your request, here's the information regarding previous Parliament programs:

## Panama City Beach, Florida

March 1994

GMR's Actual	\$260,886.04
No. of Events	56

## East Coast

Summer 1995

GMR's Estimate	\$989,200
No. of Events	265

## Miami, Florida

November 1995

GMR's Estimate	\$365,900
No. of Events (Estimated)	52

You and Maria will have to estimate PM's additional costs.

Miami looks high but in reality, given the incremental things we've included in our budget that we didn't produce in PCB, it's actually lower than PCB – and it's over a longer period of time. However, the difference is that we're not recommending beach events every day – just on weekends.

Please let me know if you have any questions – thanks!

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